



march  of dimes®  
A FIGHTING CHANCE FOR EVERY BABY™

Investing in the future  
of moms and babies



2016 annual report

# A letter from the President



Dear March of Dimes Friends and Supporters:

My first months with the March of Dimes have been transformational for me personally as well as for the organization as a whole. I am thrilled to share with you some insights and takeaways after a time of reflection, reinvention and re-imagination for this historic yet forward-thinking organization.

It is the people who are the soul of this organization, the mission- and data-driven people performing cutting-edge work that gets to the heart of what we do every day. We are taking new approaches to problem solving, we are tackling issues like disparity that disproportionately affect some communities and we are connecting the right collaborators to solve problems that need some of the brightest minds in science, research and maternal-child health.

The time to make a difference is now. Our 2016 results show that we've raised the bar on what we can accomplish and what we offer our audiences. We are committed to our role as a leader in the fight against birth defects, premature birth and infant mortality. We continue to be at the forefront of research, programs and decisions that help give every mother and baby a fair chance. You'll notice our prominent role in DC, as an advocate for the health of all moms and babies, and our ability to lead the charge when it comes to issues like Zika virus that require timely action and information to protect vulnerable populations.

As we continue to transform our organization to meet all of the challenges we've prioritized for 2017 and beyond, we look forward to including our partners, donors, followers, staff and the general public in the conversation. We consider you a crucial part of each of our successes — whether that's our next legislative win for mothers and babies in Congress or more lifesaving breakthroughs at our March of Dimes Prematurity Research Centers. We're strengthening the foundation on which we've built this incredible organization and setting the roadmap to guide our future of innovation.

Today we lead with digital first, a strong resolve to constantly improve access to health and information for all women and babies and a strong internal and external team that's nimble and ready. We have the tools and resources we need in place, and the will to carry our legacy forward to empower everyone who supports our mission. It is no easy task, but we have never feared a challenge.

We couldn't do it without you, and we hope this spotlight on 2016 reminds you of why we've partnered to overcome the biggest challenges to moms and babies and why it matters. We look forward to making more progress together today, tomorrow and for generations of babies to come.

Sincerely,

A handwritten signature in black ink that reads "Stacey D. Stewart". The signature is fluid and cursive, with a long horizontal line extending from the end.

Stacey D. Stewart  
President  
March of Dimes Foundation



# Research

## Leading with research for results

Experts in the fields of biological science, policy, public health and medicine have been investigating the causes of preterm birth, and its related risk factors, seeking successful interventions. But previous research to uncover the biological causes have revealed no set path to eliminate the global problem of preterm birth. As rates increase, the March of Dimes has taken a lead role and committed to delving into currently recognized risk factors as well as the root of the problem: a lack of knowledge of the biological basis for preterm labor and preterm birth.

Our own Senior Vice President for Research and Global Programs, Joe Leigh Simpson, M.D., chaired the 2016 study that confirmed our suspicions and reaffirmed the need for discovery research at our five March of Dimes Prematurity Research Centers (PRC).

Our flagship PRC, at Stanford University School of Medicine, along with our four additional centers across the U.S., have established a network of transdisciplinary collaboration. And their five main research areas are rooted in innovation and results: the microbiome; genetic and regulatory factors; metabolism and energetics; anatomical changes; and maternal-fetal signaling. As we hone in on these thematic areas to bring clarity where it's needed most, we focus on those whose lives and livelihoods depend upon the answers: moms, babies, families, researchers, scientists and all of us at the March of Dimes.

Our 27 March of Dimes research investigator-initiated grantees in 2016 worked on topics ranging from understanding proper brain development in utero to engineering a placental-like structure that will be a valuable tool in understanding how mother and fetus communicate.



Not surprisingly, our researchers are leading the studies that will provide conclusions that benefit women and families far beyond our lifetime. And it's only through continued support of our Prematurity Research Centers that we'll uncover the answers moms and babies need to survive and thrive.

# Disparities

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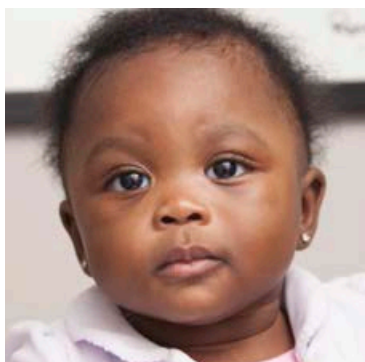
## A better future for all moms

Premature birth and its complications affect babies of all races and ethnicities. While we strive for a world in which every baby has a fair chance, this is not the reality. The March of Dimes Premature Birth Report Card released in fall 2016 highlighted that the United States preterm birth rate took a turn for the worse. What's more, the rates of preterm birth are greater for some racial and ethnic groups. African American women have the highest rates (13.3%), followed by Native Americans (10.4%), Hispanics (9.1%), whites (9%) and Asians/Pacific Islanders (8.5%).

We are taking action with proven interventions to prevent premature birth for all babies. Several of our Prematurity Research Centers (PRCs) are

explicitly investigating factors that impact racial and ethnic disparities that may result in premature birth, low birth weight or infant loss. We also engage with communities through programs such as Healthy Babies are Worth the Wait<sup>®</sup>, which encourages women to allow labor to begin on its own if their pregnancy is healthy; Stork's Nest<sup>®</sup>, a prenatal health program for low-income pregnant women in partnership with Zeta Phi Beta Sorority, Inc.; The Coming of the Blessing<sup>®</sup>, incorporating traditional beliefs and lessons into prenatal practices of American Indian/Alaska Native moms; and Becoming a mom/Comenzando bien<sup>®</sup>, which trains and educates women and health care providers in either English or Spanish.

In the coming year, we will further expand intervention efforts like these to promote healthier pregnancies for all moms and to ensure that no baby falls through the cracks.



# Advocacy

## Springing to action on Zika

In 2016 the March of Dimes led the fight to persuade Congress to fund critical Zika prevention, education and treatment initiatives. We marshalled almost 100 other concerned national organizations to form the Zika Coalition to advocate for a rapid response to the growing health threat the virus posed. The March of Dimes and the Zika Coalition communicated closely with the Centers for Disease Control and Prevention (CDC) to stay on top of the constant developments and relay the latest to policymakers, coalition members and the public. We reached families as far away as Puerto Rico, where the crisis was rampant, and helped moms and families as a trusted authority on maternal and child health.

Zika virus caught the world's attention in late 2015 with an alarming outbreak in Brazil that affected scores of newborn babies. In February 2016, President Obama requested \$1.8 billion to fight Zika, and the March of Dimes and our coalition partners got down to work, pressing members of Congress to act quickly and pass a spending bill. When the issue stalled, we turned up the heat with persistent visits to Capitol Hill and targeted emails, as well as other grassroots appeals. Eventually the House and Senate each put out their own emergency funding



proposals, and then had to negotiate the finer points to try to reach consensus. Summer was coming and so were the mosquitos: On July 30, the CDC confirmed the first case of locally transmitted Zika in the State of Florida.

Congress adjourned for summer recess, but the March of Dimes persisted, sending constant Zika updates to Congressional offices and stepping up our meetings with leadership. At the same time, we posted dedicated content at [marchofdimes.org](http://marchofdimes.org), sharing regular updates from the CDC so that every person visiting our website could access the latest Zika information.



As soon as Congress returned to session, the Zika Coalition went into overdrive, with petition signing in full effect, including on our March of Dimes sites. In late September, after a month of intense negotiations, Congress approved a revised spending package of \$1.1 billion. While this hard-fought win was important, it is only a first step. The March of Dimes remains a committed leader in the fight against Zika. We won't consider the Zika crisis resolved until there is an approved vaccine readily available on the market and the health of moms and babies is not threatened by this devastating virus.

# Partners

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## Partnership with purpose

To raise awareness and promote education that helps moms and saves babies' lives, the March of Dimes works with companies like long-time supporter Procter & Gamble, the number one maker of consumer products. Our national partnerships with their brands Crest + Oral-B® and Pampers® reflects our shared vision to inform experts and the public that healthy babies begin before pregnancy.

Together with Crest + Oral-B, we reached dental and medical professionals through education programs, and thousands of patients received co-branded dental kits, which included Crest Pro-Health toothpaste, Oral-B brushes and Oral-B Glide floss to promote good oral health before and during pregnancy.

Pampers and the March of Dimes partnered to express our mutual commitment to celebrating the heartfelt moments with the babies in our lives. Our campaign with Pampers' P3 Swaddler diapers for babies born in the second trimester and weighing as little as 1 pound encouraged our audience to share #touchesoflove moments, reaching nearly 2 million people.

While there is no single solution to prevent birth defects, premature birth

and infant loss, teaching women to make healthy choices before and during pregnancy can lead to stronger babies. We are proud to partner with Procter & Gamble to celebrate all babies, especially those in the NICU, and those who care for them.

The March of Dimes does not endorse specific brands or products.





# Perinatal Safety Center

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## A new standard for safety and care

The March of Dimes announced the development of the first-ever Perinatal Safety Center (PSC), thanks in large part to a \$2 million grant from the Gordon and Betty Moore Foundation. Through evidence-based techniques and training, this new center will improve patient safety from preconception to postpartum care, including well-baby nurseries and NICUs, and it will even extend this model of safety to the patient's own home.

The news of this inaugural PSC is made even more thrilling by its location at the McGovern Medical School at The University of Texas Health Science Center at Houston (UTHealth) and Children's Memorial Hermann Hospital. The host city and UTHealth's wealth of resources will support this model PSC, which can then serve as a perinatal safety template to be replicated across the country.

We are able to focus our efforts on creating the standard model of care by forging successful partnerships with key donors like Joe Kiani. The founder, chairman and CEO of medical technology company Masimo

Corporation has donated \$400,000 to the March of Dimes. Kiani, who started the Patient Safety Movement Foundation, has shown a keen interest in building this first PSC and similar centers across the country. Together we are protecting the health, safety and rights of mothers and babies and working toward a brighter tomorrow for all our children.



# Events and fundraising

## The unstoppable power of family teams

March for Babies, our biggest fundraiser, comes alive through hundreds of meaningful and fun events nationwide. And the powerful thread tying them together are family teams like the one



started by Ashley Turner, who formed Team Ellie in honor of her daughter who was born at 27 weeks in 2007. Team Ellie has been a top family team in Tennessee nearly every year since then, and raised \$63,889 in 2016 for an incredible lifetime total of \$365,819. Turner, winner of our prestigious Elaine Whitelaw Volunteer Service Award last year, helped encourage the other 11,662 family teams to raise \$14 million of the \$86,014,000 March for Babies 2016 total. Amazing fundraisers like Turner make March for Babies a success, so the March of Dimes can continue supporting lifesaving research and services that benefit thousands of women and families.

## Rising to the occasion in support of all babies

Our partners make the March of Dimes mission more attainable by adding the support of their associates and the communities they serve. In 2016, Publix Super Markets, Inc. went the extra mile to become the new number one national March for Babies



corporate partner, the first to do so in 30 years. Publix raised \$7.4 million, bringing their 21-year total to more than \$65 million. They rallied their 190,000 associates through an in-store fundraising campaign that showcased associates' premature babies such as Sophia, the daughter of customer service manager Jonathan Torres, who was born at 23 weeks and overcame a 50-percent chance of survival. Thanks to big-hearted associates and customers, Publix helped us give moms locally and around the country the support they need to have healthier pregnancies.

## Great events drive success

At our Signature Chefs Auctions nationwide, the best local chefs and avid foodies gather in support of the March of Dimes, and more is shared than just



excellent cuisine. At an event in Lubbock, Texas, Chris and Angie Lane told the story of the birth of their second child, Ellie Cate. What began as the perfect pregnancy became a traumatic journey involving a heart defect and surgery to save the little girl's life. They were devastated to learn that their third child, Elizabeth, suffered

from a different heart defect that required surgery as well. Such stories are evidence of how the generosity of guests at these events can change the lives of people in the community. Signature Chefs is part of 185 culinary events that raised more than \$21 million for the March of Dimes in 2016. In all, the March of Dimes hosted nearly 300 events last year to raise \$39.3 million. The largest of these, Celebration of Babies, brought in \$1.4 million.



# Partners and sponsors

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## Partners and sponsors

### Prematurity Campaign sponsors

Anthem Foundation  
Johnson & Johnson

### Health education supporters

Philips  
Crest + Oral-B  
Sanofi Pasteur  
United Health Innovation Group

### NICU initiatives supporters

PerkinElmer  
Sanofi Foundation

### 2016 *Give them tomorrow* partners

Mud Pie  
Philips Avent  
ALDI  
ALEX AND ANI  
The Bon-Ton Stores, Inc.  
Famous Footwear  
Ovia  
Pampers  
Little Lotus  
Anthem Foundation  
Mommy Nearest

## 2016 top March for Babies partners

Publix Super Markets, Inc.  
Kmart  
Macy's  
Famous Footwear  
General Electric  
United Airlines  
Cigna  
UAW  
H-E-B  
Sutter Health

# March for Babies sponsors



Kmart remains the March of Dimes longest-standing corporate partner and largest overall contributor to our mission, having raised more than \$141 million in the past 33 years.

“Kmart takes great pride in having supported the March of Dimes every year since 1983. With more than \$141 million raised over that time, it’s a testament to the dedication of our associates, Shop Your Way members and customers who join us in championing March of Dimes efforts to provide world-class care and research, and help ensure every baby is born healthy.”

— Kelly Cook, Chief Marketing Officer, Kmart



Famous Footwear, also the official shoe sponsor of March for Babies through a partnership with Saucony, has supported the March of Dimes through a highly successful in-store, online and internal corporate donation campaign, resulting in more than \$19.5 million raised by customers and employees since 2003. Famous Footwear’s fundraising effort places the company in our top five overall corporate partners for 2016.

“At Famous Footwear, we’re committed to enriching the communities where our customers live and where we do business. The continued generosity of Famous Footwear customers and associates to the March of Dimes campaign is an investment in those communities. We are proud to continue our longstanding partnership with the March of Dimes.”

— Rick Ausick, Division President,  
Famous Footwear/Caleres



The March of Dimes and Macy’s have a long history together, starting nearly 20 years ago when employees walked in March for Babies. This relationship continues today as associates engage customers in their stores through Macy’s annual Shop For A Cause program, in which the March of Dimes has been the exclusive, national in-store beneficiary for the past six years. Macy’s has raised more than \$25.8 million for the March of Dimes, funding educational programs and support for moms and babies in communities across the country.

“At Macy’s, giving back is a cornerstone of our brand. We are incredibly proud of our long-standing partnership with the March of Dimes and are honored to have the organization serve as the national beneficiary of our Shop For A Cause program. Shop For A Cause offers our customers and associates an effective yet simple way to make a positive difference in the lives of families nationwide. Last year alone, this special charity event helped to raise \$3 million for the March of Dimes.”

— Holly Thomas, Group Vice President,  
Cause Marketing, Special Events & Tourism  
Marketing, Macy’s



Cigna and its employees join together to improve the health of babies. Their effort over the past two decades has contributed more than \$31 million to the March of Dimes.

“Cigna remains committed to improving the health of expectant mothers and babies. As part of this commitment, we are proud to continue supporting the March of Dimes in its ongoing work to reduce premature births and to help give every baby a chance to be healthy.”

— David M. Cordani, President and CEO, Cigna



For the past decade, United Airlines has supported the work of the March of Dimes through its March for Babies employee campaign, national sponsorship of March for Babies and as the Official Airline of the March of Dimes National Ambassador Program. United Airlines has provided more than \$12 million in employee contributions and other corporate resources to help give every baby a healthy start in life.

“United Airlines is special because we not only deliver excellent service to our customers but also devote extraordinary service to the communities we touch all around the globe. Our efforts to support the March of Dimes through its March for Babies campaign has been a cherished tradition for everyone in the United family. For a decade, thousands of United employees dug deep into their pockets and reached deep into the goodness of their hearts to go the extra mile in supporting this vital cause to make sure that every baby born enjoys the happiest and healthiest of lives.”

— Oscar Munoz, CEO, United Airlines



The Mission Family of Companies, along with its employees and customers, has been supporting the March of Dimes since 2010, raising more than \$2.1 million to further initiatives that advance education and program services to help more moms have full-term pregnancies.

“We’re proud of our long-standing partnership with the March of Dimes these past several years and remain committed to working together to support their mission and to help give every baby a fighting chance. We care about moms and babies. The support and joy we give is heartfelt and in keeping with our dedication to help others. It’s an all-hands-on-deck effort for us throughout the Mission Family of Companies.”

— Neill “Gobie” Walsdorf, Jr., President,  
Mission Pharmacal Company



# Statement of financial activities

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Year ended December 31, 2016 and 2015 (amounts in thousands)

	2016	2015
<b>Operating activities:</b>		
<b>Revenue</b>		
Contributions	\$ 153,624	\$ 167,570
Bequests and major gifts	6,364	9,759
Government, foundation and corporate grants	3,719	3,901
Investment return appropriated for operations	3,100	5,750
Other	5,180	5,126
<b>Total operating revenue</b>	<b>\$ 171,987</b>	<b>\$ 192,106</b>
<b>Expenses</b>		
Research and medical support	\$ 26,096	\$ 31,263
Public and professional education	64,686	78,609
Community services	44,008	52,939
Management and general	19,451	23,137
Fundraising	25,167	29,780
<b>Total expenses</b>	<b>179,408</b>	<b>215,728</b>
(Deficiency) of operating revenue over expenses	(7,421)	(23,622)
<b>Non-operating activities:</b>		
Investment return (less than) greater than appropriated	1,233	(6,989)
Adjustment in pension liability	(20,130)	19,409
<b>Change in net assets</b>	<b>\$ (26,318)</b>	<b>\$ (11,202)</b>

# Statement of financial position

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Year ended December 31, 2016 and 2015 (amounts in thousands)

	2016	2015
<b>Assets</b>		
Investments, cash and cash equivalents	\$ 61,950	\$ 75,155
Assets held in trust by others	10,382	10,250
Land, building, and equipment - net	7,166	8,767
Other assets	14,672	18,691
<b>Total assets</b>	<b>\$ 94,170</b>	<b>\$ 112,863</b>
<b>Liabilities</b>		
Grants and awards payable	\$ 19,746	\$ 22,646
Accounts payable and accrued expenses	14,905	20,998
Accrued postretirement and pension benefit costs	68,479	53,555
Other liabilities	3,943	2,249
<b>Total liabilities</b>	<b>107,073</b>	<b>99,448</b>
<b>Net assets</b>		
Operating	37,553	49,767
Accrued postretirement and pension benefit costs	(68,479)	(53,555)
<b>Total unrestricted</b>	<b>(30,926)</b>	<b>(3,788)</b>
Temporarily restricted	5,206	4,558
Permanently restricted	12,817	12,645
<b>Total net assets</b>	<b>(12,903)</b>	<b>13,415</b>
<b>Total liabilities and net assets</b>	<b>\$ 94,170</b>	<b>\$ 112,863</b>

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